28

10

TRAFFIC
MANAGEMENT
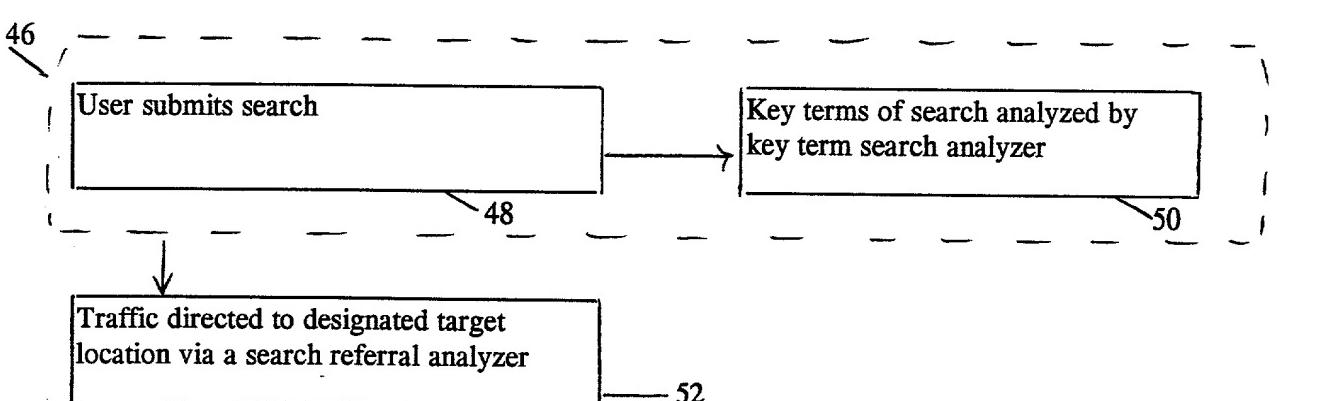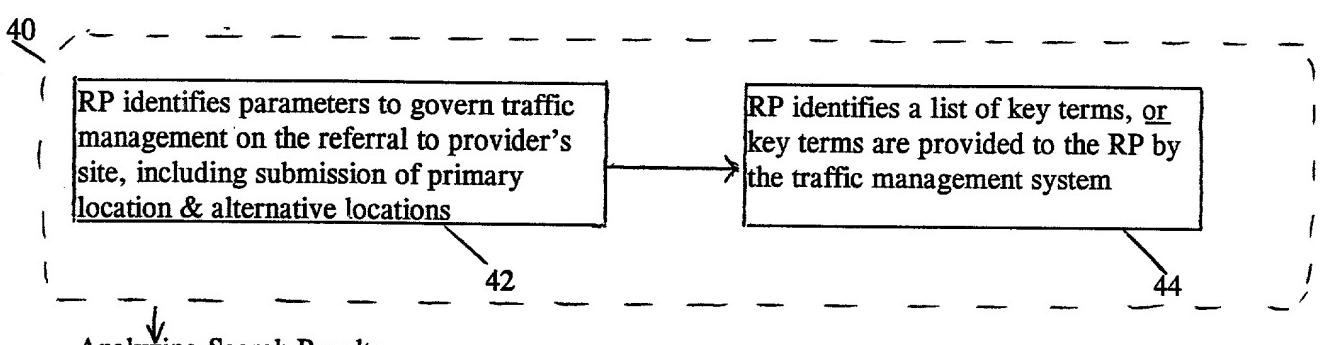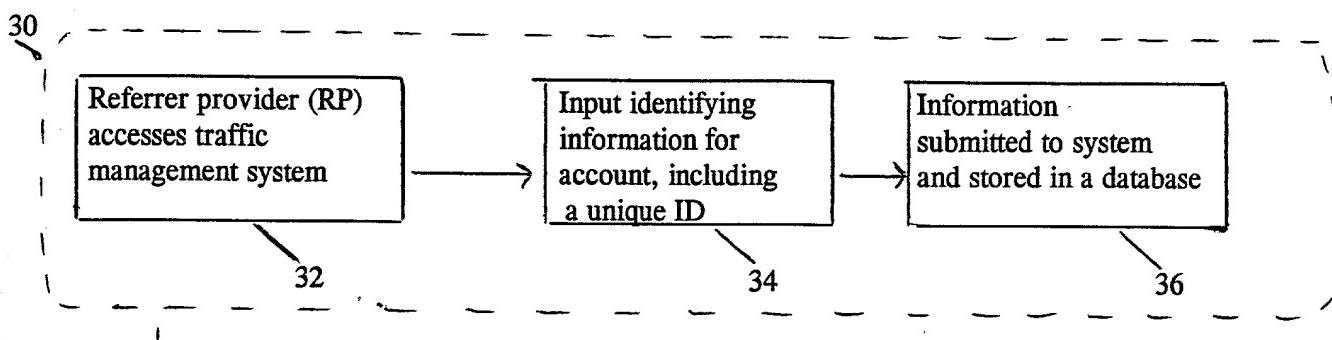SYSTEM

16

REFERRAL
PROVIDER

14

USER

12

CLIENT

12

Figure 1

Establish Account

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Referrer provider (RP) accesses traffic management system

32

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Input identifying information for account, including a unique ID

34

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Information submitted to system and stored in a database

36

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Defining Traffic Management Parameters

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RP identifies parameters to govern traffic management on the referral to provider's site, including submission of primary location & alternative locations

42

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RP identifies a list of key terms, or key terms are provided to the RP by the traffic management system

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Analyzing Search Results

46

User submits search

48

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Key terms of search analyzed by key term search analyzer

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Traffic directed to designated target location via a search referral analyzer

52

Figure 2